Cabinet for Workforce Development
World Wide Web Publishing Requirements

Each Agency Website must contain these elements:

- Department name and logo
- Cabinet name, logo and link to the cabinet website, http://kycwd.org
- Education pays logo
- GOT Requirements (excerpt from GOT policy 4020 listed below)

Enterprise Web Publishing Standards (GOT-4020)

Each agency *homepage* must contain these elements:

Web Links: Each agency publishing a new, revised or updated site must enter information about that site into the GOT-maintained enterprise WebLinks database through a Web Site Link Request (http://links.state.ky.us/linkdefault.asp). This associates keywords/subjects, descriptions, site names and alternate names, organization, and contact information with each page to enable any user of our sites to more easily search through the large information store available in Kentucky.

Branding: Branding is accomplished by a common look and feel for Commonwealth sites. The Entity Page Design provided below renders a common page framework, search and navigation. It emphasizes user control via relative sizing. (Templates are available for agency use that translate the Commonwealth branding requirements into a page that uses cascading style sheets that allow insertion of agency content. These templates are available at http://www.state.ky.us/kystandards/templates/).

For Commonwealth pages that have not been updated to the Entity Page provisions (following), the Commonwealth branding bar *must* be used:
(<SCRIPT LANGUAGE="JavaScript"
SRC="http://www.state.ky.us/kystandards/templates/kybranding2.js"></SCRIPT>
should be placed just after the <body> statement.

Privacy Statement: A statement or link to a statement that addresses privacy *and security* that is supported by the agency's implementation of the policy. An example is presented on http://www.kydirect.net/kyprivacy.htm.

Disability Statement: A link that says "Individuals with Disabilities" that links to this or a similar statement:

Accommodations for Individuals with Disabilities

The (agency name) provides, upon request, reasonable accommodations including auxiliary aids and services necessary to afford an individual with a disability an equal opportunity to participate in all services, programs and activities. To request materials in an alternative format, contact (person's name with link to e-mail address). Persons with hearing-and speech-impairments can contact the agency by using the Kentucky Relay Service, a toll-free telecommunication device for the deaf (TDD). For voice to TDD, call 1/800-648-6057. For TDD to voice, call 1/800-648-6056.

Accessibility Compliance: All Web pages undergoing substantial revision shall be altered to comply with the Priority I requirements as described in the "Web Content Accessibility Guidelines 1.0" by the World Wide Web Consortium (http://www.w3.org/TR/WAI-WEBCONTENT/).

- By July 1, 2001, all new and revised Web pages shall conform to the Priority I requirements referenced above. Failing to meet Priority I, in effect, prohibits access.
- By January 1, 2003, all new and revised Web pages shall conform to the Priority II requirements referenced above. Failing to meet Priority II, in effect, makes it difficult to access information on a site.
- Pages shall be tested using compliance tools. Pages should be examined carefully. An accessibility-analyzing program is recommended (for example, Bobby- found at http://www.cast.org/bobby) although a manual checklist is acceptable.

- The Committee strongly recommends conforming to Priority III requirements as soon as it is feasible. Failing to meet Priority III diminishes usefulness and limits understanding of those with impairments.
- As an immediate action, each agency shall make every effort to identify those Web pages and sites that provide a service or critical information to the public and to internal customers. As soon as reasonably possible, these pages must be altered to comply with the Priority I and II requirements described above

Alternate Navigation. All Web pages that are "front doors" to agencies and programs shall allow navigation by a device other than a mouse, for example, a keyboard.

Hyperlink Disclaimer. A disclaimer or link to this or a similar disclaimer statement:
No endorsement is intended or made of any hypertext link, product, service, or information either by its inclusion or exclusion from any page within the Web site of the (agency). While all attempts are made to insure the correctness and suitability of information under our control and to correct any errors brought to our attention, no representation or guarantee can be made as to the correctness or suitability of that information or any linked information presented, referenced, or implied. All critical information should be independently verified. Any questions should be directed to the administrator/s of this or any other specific sites.

ENTITY PAGE DESIGN

Background Color – the page background color must be white.
Navigation menu – must be in the left-hand column, with a link (text or image) to the cabinet or top-level entity's homepage at the top of the column. If a link to a text-only site is being provided, it should be located above the agency logo with text set to white (to make the link invisible to visual visitors while being accessible to screen readers).
KYDirect logo/link – must be at the bottom of the left-hand navigation column, immediately following the entity navigation menu. All logos may be found at http://www.state.ky.us/kystandards/images/kydirect/.
KYEntity Name – the top-level entity name must appear at the top of the page and to the right of the navigation column. The required format is:
Font set to 24 point size; Ariel bold for "KY" color=black; Century Gothic for entity name, color is flag blue RGB and hex color value 0,51,102 #003366.
Search Function – a search function must appear right justified to the right of the KYEntity name. The function may search for just entity pages or a common search for all of Kentucky State government pages.
Nav Bar – the line containing the KYEntity name and search must be followed by a navigation bar which may be used for entity options and/or further navigation, if desired.
The bar must be flag blue bar (RGB and hex color value 0,51,102 #003366), if no text is included it is 1 em in height. The font should be set to x-small, color=white, textalign=right.
Page Footer – the footer area of the page should contain a links for feedback, a privacy statement, a link disclaimer statement, the "Individuals with Disabilities" statement and a last update/generated date. If appropriate, a link to a parallel text-only site, a copyright statement and an "About this page" statement may be added along with any logo indicating accessibility compliance or code validation.
Page Body – the body of the page is free space for the entity to use for content. Relative font sizes are preferred, but if fixed font sizes are used, they should generally be set to 10-12 points. Preferred fonts are Arial, Verdana or Georgia.

Each and every Web page in every agency site must contain these elements:

Title tag: Every page needs a unique title tag that clearly describes the page, and relates it to the Commonwealth and/or agency. In addition to assisting your visitor know the location, these are used outside government, for example, in search engines.

Link to Main Agency Homepage: A link to return to the main agency's homepage. If a logo is be used, the logo should be appropriate to the agency and consistent throughout the top-level agency's Web site.

Security: All electronic payments (credit card, EFT, etc) and the collection of personally identifiable information must be secured during transport (see Category 3505 Network Services - Electronic

Commerce and Payments). Strong encryption (128-bit) is recommended and may be required for certain applications, particularly personal and health-related information as prescribed in federal law (see Category 3515 Network Services - Secure Transport). A link to the Privacy/Security statement must be displayed where the information is collected

Graphics: Use thumbnails (smaller versions of the graphics that link to the larger versions) whenever numerous graphics are required (however, do not create thumbnails using browser-side scaling).
      `<A HREF="graphic1-full.gif"><IMG SRC="graphic1-thumb.gif"></A>`
Include HEIGHT= and WIDTH= attributes on all images
Use a 216-color palette if possible (or smaller, e.g. 2, 4, or 16 color)
Use JPEG (at lowest feasible quality setting, e.g., 150 dpi) for continuous-tone graphics (e.g. photos)
Use GIF for line art and solid colors (interlace your larger GIF files)
Consider special-purpose optimization software.

Alias Tags: Use alias tags with a standard text designation for all graphics.

Font Consistency: Relative fonts are preferred and recommended for accessibility, otherwise, the font size should not be smaller than 8 points, but generally set to 10 or 12 points.

Specialized Instructions: Instructions for special functions when needed, e.g., "This publication is in Adobe Portable Document Format (PDF). You will need special software to view it, which you may download at no cost from Adobe. You may also select the text only version."

Notifications: Information should be made available to assist the viewer. For example, notification that a download file is very large in size.

Alternative Formats for Text Files: Textual documents must be made available in accessible formats. Any textual document provided using Portable Document Format (PDF) must also be provided in ASCII text, HTML, or MS Word unless the original source material is non-manipulable (e.g., fax or scan).

Publication or Revision Date: The date of publication or last revision date must appear on each page. The reader should know the currency of the information. Include a Last Reviewed or a Generated date instead when that provides better information to your customer.

Contact Information: Contact information or a link to a contact that includes information such as agency name, street and mailing address, phone number(s), fax number(s), and e-mail address with an active link to the agency or a person responsible for the informational content of that page. Questions about an agency's published material should be forwarded to that appropriate group or person through an active e-mail link.